

## Cosmetic Surgery Doesn't Feel The Pinch In Economic Slowdown

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Despite house prices falling at the fastest rate in thirty years, an economic downturn has not turned UK consumers off investing in cosmetic surgery.

Consultant surgeon, Brian Newman, has seen no evidence of a slowdown in business at his clinics across the UK. Indeed, he argues a strong case for clients investing in their appearance despite their bank accounts feeling the pinch.

Dr Newman has identified a psychological link between a lack of confidence in the financial market and a drive for consumers to boost self confidence by seeking surgery.

Treating clients with thread veins and rosacea, his technique successfully tackles skin conditions which have a significant emotional impact on people's daily lives.

He added: "Clients experience a surge in confidence once treatment is complete which cannot be quantified. People are prepared to save, foregoing luxuries like holidays as they see a life changing opportunity like surgery as a priority, even when finances are tight."

With cosmetic surgery more of a socially accepted issue, people are more open now about investing in treatment and the number of individuals seeking surgery has soared by a third, according to an independent survey released in January.

While many factors point to a pending recession, from a drop in property prices, a reduction in mortgage products and even a drop in hemlines on the catwalk, cosmetic surgery continues to see healthy growth.

Said Dr Newman: "Continued consumer investment in cosmetic surgery proves people need to boost their self esteem when there is a depressing downturn in the financial market.

"People see surgery as a positive move to counteract the negative messages they are constantly receiving."

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